

WHAT IS CLAIMED IS:

1. A receiver comprising:

a program acceptor for accepting program contents, and program information having a program identifier to identify program contents;

a display unit for displaying the program contents; and

a viewing information recorder for recording viewing information having the program identifier to identify the program contents on a removable recording medium, when the program contents are displayed on the display unit.

2. The receiver of Claim 1 further comprising:

a display attribute acquisition unit for obtaining a display attribute that is an attribute by which the program contents are displayed;

wherein the viewing information has the display attribute and the program identifier.

3. The receiver of Claim 2, wherein the display attribute is the position where the program contents are displayed.

4. The receiver of Claim 1, wherein the viewing information further includes the number of viewing times, which is the number of times a user has viewed the program contents.

information having the program identifier to identify the program contents on a removable recording medium, when the program contents are displayed on the display unit.

9. The viewing information recording method of Claim 8 further comprising:

a display attribute acquisition step of obtaining a display attribute that is an attribute by which the program contents are displayed;

wherein the viewing information has the display attribute and the program identifier.

10. The viewing information recording method of Claim 9, wherein the display attribute is the position where the program contents are displayed.

11. The viewing information recording method of Claim 8, wherein the viewing information further includes the number of viewing times, which is the number of times a user has viewed the program contents.

12. The viewing information recording method of Claim 8 further comprising:

an input accepting step of accepting a user input;

wherein, when the program contents are displayed on the

13. The viewing information recording method of Claim 12 wherein, when the user input is accepted for a predetermined period of time in the input accepting step, the viewing information is recorded on the removable recording medium in the viewing information recording step.

an input of information related to the program is accepted in the input accepting step; and

15. A computer-readable program recording medium on which a program to make a computer execute the following process steps is recorded:

a program accepting step of accepting program contents, and
program information having a program identifier to identify

program contents;

a display step of displaying the program contents; and

a viewing information recording step of recording viewing information having the program identifier to identify the program contents on a removable recording medium, when the program contents are displayed on the display unit.

16. A removable recording medium on which viewing information is recorded by the viewing information recording method of Claim 8.

17. A service contents decision method for deciding service contents on the basis of viewing information recorded on a removable recording medium.

18. A viewing information processor for reading viewing information recorded on a removable recording medium, and processing the viewing information, comprising:

a viewing information acquisition unit for reading the viewing information;

a service information holding unit for holding service contents in association with a provision condition that is a condition to provide a service specified by the service contents;

a service contents decision unit for deciding the service contents, by applying the provision condition held by the service information holding unit to the viewing information obtained by

the viewing information acquisition unit; and

a service contents output unit for outputting the service contents decided by the service contents decision unit.

19. The viewing information processor of Claim 18 further comprising a viewing information deletion unit for deleting the viewing information recorded on the recording medium, when the service contents output unit outputs the service contents.

20. An information acquisition apparatus for obtaining information from an information server which manages the information, comprising:

an acquisition information reader for reading acquisition information, which indicates that information is to be obtained, from a removable recording media on which the acquisition information is recorded; and

an information acquisition unit for obtaining the information from the information server when the acquisition information reader obtains the acquisition information.

21. An information acquisition apparatus for obtaining information from an information server which manages the information in association with an information identifier to identify the information, comprising:

an acquisition information reader for reading acquisition

an information acquisition unit for obtaining, from the information server, the information identified by the information identifier included in the acquisition information.

the apparatus further comprises a frequency decrement unit for decrementing the frequency when the information acquisition unit obtains the information; and

23. An information acquisition method for obtaining information from an information server which manages the information, comprising:

an information acquisition step of obtaining the information from the information server when the acquisition information is

obtained in the acquisition information reading step.

24. An information acquisition method for obtaining information from an information server which manages the information in association with an information identifier to identify the information, comprising:

an acquisition information reading step of reading acquisition information having an information identifier, from a removable recording media on which the acquisition information is recorded; and

an information acquisition step of obtaining, from the information server, the information identified by the information identifier included in the acquisition information.

25. The information acquisition method of Claim 24, wherein:

the acquisition information also includes a frequency indicating the number of times a user can obtain the information in the information acquisition step;

the method further comprises a frequency decrement step of decrementing the frequency when the information is obtained in the information acquisition step; and

when the frequency is 1 or more, the information is obtained in the information acquisition step.

26. A computer-readable program recording medium on which a

an acquisition information reading step of reading acquisition information, which indicates that information is to be obtained, from a removable recording media on which the acquisition information is recorded; and

27. A recording medium to be mounted on the information acquisition apparatus of Claim 20.

28. A recording medium having an information identifier and a frequency.

29. A transmitter/receiver system comprising:

a transmitter for transmitting program contents and a right identifier corresponding to the program contents;

a receiver for receiving the program contents and a right identifier transmitted from the transmitter, and recording the right identifier on a removable recording medium; and

an information terminal for reading the right identifier
recorded on the removable recording medium, and performing a

wherein said receiver comprises:

a display unit for displaying the program contents; and

30. The transmitter/receiver system of Claim 29, wherein the transmitter transmits the program contents and the right identifier on broadcast waves.

31. The transmitter/receiver system of Claim 29, wherein the transmitter transmits the program contents and the right identifier through a communication network.

an identifier acquisition unit for reading the right
identifier recorded on the removable recording medium;

a service information holding unit for holding service contents in association with a provision condition that is a condition to provide a service decided by the service contents;

a service contents decision unit for deciding the service contents, by applying the provision condition held by the service information holding unit to the right identifier obtained by the identifier acquisition unit; and

a service contents output unit for outputting the service contents decided by the service contents decision unit.

33. The transmitter/receiver system of Claim 29 further comprising:

an information server which holds information in association with the right identifier transmitted from the transmitter and, on receipt of the right identifier from the information terminal, transmits the information corresponding to the right identifier to the information terminal;

wherein said information terminal transmits the right identifier read from the removable recording medium to the information server, and receives the information corresponding to the transmitted right identifier from the information server.

34. The transmitter/receiver system of Claim 33, wherein the information terminal comprises:

an identifier reader for reading a right identifier from a removable recording medium on which the right identifier is recorded; and

an information acquisition unit for transmitting the right

